

BOOSTING FOR OMAHA—"THE MARKET TOWN"

NEBRASKA'S BIG METROPOLIS

Business Conditions in Omaha Were Never Before in So Flourishing a Condition.

Notwithstanding that the building operations throught the country now are only a small percentage of what they would be at this time if it were not for the war, a good deal of construction is now being done in Omaha. This indicates a prosperous business condition, and is a token of what may be expected in building operations soon after the war closes.

Through the courtesy of Arthur C. Thomas, manager of the Publicity Bureau of the Omaha commercial club, we have the pleasure of presenting to the readers of The Herald this week a cut of the new building of the Nebraska Telephone company, corner of Nineteenth and Douglas streets, as it will appear when completed. There are a few other buildings in the city that are about the same height as this building, but on account of it being on more elevated ground than the others, it will be the highest building in the city when completed.

A number of other buildings are under construction, or have been recently completed, among which is the Conant building, northwest corner of Sixteenth and Harney, into which the tenants are now moving.

In the booklet, "Nebraska Facts," recently issued by the bureau of publicity, Lincoln, is a story of Nebraska's metropolis, which is as comprehensive as anything that we have seen regarding Omaha and occupying no more space. We reprint from this story as follows:

NEBRASKA'S METROPOLIS

Just as soon as Nebraska was opened for settlement in 1854, a party of Council Bluffs residents decided that Omaha was a good location for a city and the town was laid out and built in a few weeks. Omaha grew and prospered, especially after President Lincoln selected it in 1863 as the eastern terminus of the Union Pacific railroad. Today Omaha is the first city in the land in the production of butter, in the reduction of lead ore, and a range horse market. It is second only to Chicago as a live stock market; third as an agricultural implement center, and fourth as a primary grain market. Although 33d in population among the cities of the United States, it ranks sixteenth in bank clearings and his important branches of the federal reserve and farm loan banks.

Only three cities in the United States have a lower death rate than Omaha, and the infant and tubercular mortality are lower than in any city of the United States. The absence of slums and tenements is responsible for this healthy showing. Forty per cent of the families of Omaha own their own homes.

Omaha is an important manufacturing and jobbing center. Its factory output is \$275,000,000 annually, and among its industries is the largest macaroni factory in the country. Omaha's wholesalers distribute \$200,000,000 worth of goods annually. Its trade territory includes Nebraska, Iowa, Missouri, Kansas, Montana, Colorado, Wyoming and the Dakotas. The important products manufacturer in Omaha are packing house products, smelter products, creamery butter and alfalfa products. Among the important commodities distributed from Omaha are automobiles, groceries, lumber, agricultural implements, oils and dry goods.

Omaha was the first of the larger cities to adopt the commission form of government and its municipal methods are attraction attention throughout the land. It has a remarkable municipally owned water system, a municipal ice plant is being installed, and a municipal coal yards is in operation.

That Omaha is building for the future is shown by the character and pretensions of its public buildings. The larger buildings are: The Woodmen of the World, eighteen stories, which is also the home of the bureau of publicity; the First National and the City National, each sixteen stories; Union Pacific headquarters and the Hotel Fontanelle, each fourteen stories; the Omaha National bank, Omaha Bee, Omaha World-Herald, Federal, Douglas county court house, Omaha high school, city hall, Omaha grain exchange, public library

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THRILLING ESCAPE FROM DEATH

American Lieutenant with Royal Flying Corps Thrills Denver with Details of His Escape from Huns.

All of Denver that could be crowded into the auditorium sat like children at the feet of Lieut. Pat O'Brien last night, hanging on every word of his story, which he told as simply as if he had been sitting in the grocery store at his home in Momenec, Ill., with his feet on a cracker box relating his adventures.

Smiling Pat O'Brien stepped forward and the audience rose to do him honor. To this he made this simple but thrilling acknowledgment: "The only honor that I claim is that of being an American."

He described several of his battles in the air. There is always a delicious humor about his story. Just as one is ready to gasp with astonishment at his heroism, he upsets it with a jab of his sharp wit. The audience was about evenly divided in applause and laughs, and the laughs were where the bravos would have come if Pat O'Brien wasn't American and Irish.

Not since the world began has there been such an adventure as the fall of Lieut. O'Brien from thousands of feet in the air into the lines of the enemy, where, he said "with an Irishman's luck I landed within 150 feet of a hospital, where the doctor tortured him and where he was taken out to witness an aerial battle and saw his chum dashed to death.

His escape as he was being taken to prison by jumping thru a car win-



Dogs with babies are needed by the U. S. Army.—News Item.

dow, and the subsequent story of his wanderings, make up a tale of horrors that are without parallel. He dedicates his written story to the North Star, that guided him, to whom he talked and that watched over him on his pilgrimage.

Seventy days of cruel suffering, hiding by day and slinking thru swamps and thickets by night—no food, no dry clothes, wounded, but with indomitable spirit following the course of the war—brought O'Brien into Belgium, where his predicament was almost as unhappy. The natives were afraid he was a spy, and not until he had stolen enough clothing to masquerade as a Belgian was he able to come into the open.

Then it was hazardous business.

The last was to get thru the electrically charged fence on the frontier, an dthis was accomplished by digging under. Pat O'Brien got down on his knees on the soil of Holland and thanked God for his deliverance from the Hun. Then came his splendid reception in England, his interview with the king and—homecoming.

Lieutenant O'Brien was received in Denver by a committee of the National league of woman's service and was escorted to the Brown hotel. He arrived in Denver early yesterday morning after speaking at Holdredge, Neb.

This remarkable and interesting story of "Outwitting the Hun," will soon commence serially in The Herald.

PROCLAMATION BY COMMISSIONER RIDGELL

State Fire Commissioner Calls Attention to Danger of Fire Losses in the State.

State Fire Commissioner W. S. Ridgell, has issued the following proclamation:

"During this war period the government and state officials are appealing to the people of the United States to conserve property and food destruction by fire.

"The fire losses in Nebraska from January 1, 1918, to May 1, 1918, according to reports received at this office are \$872,851.47. This destruction of \$872,851.47 worth of property by fire is an alarming and deplorable fact. The nation can not afford this loss. It is possible by care and precaution to reduce this loss at least 75 per cent.

"It is possible to save 75 per cent of the \$300,000,000 worth of property that we destroy annually in the United States. This would mean a great increase in wealth to every state in the union. The lesson that the nation is now learning in economy, conservation, and even deprivation, will certainly have their effect upon us long after the war is over, and with fire losses reduced to the minimum now, we may hope that they will never again reach the appalling figures that they have attained in the past.

"The rubbish heap must be obliterated. The storage of unnecessary inflammable material must be abolished

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WEEKLY NEWS OF NEBRASKA'S LATEST DOINGS

Will Maupin, Director Nebraska Department of Publicity, Tells of Nebraska's Latest.

(By Will Maupin)

Frank A. Vanderlip of the treasury department, came all the way from Washington to Omaha to tell Nebraskans what wonderful things they had accomplished in securing subscriptions of \$20,000,000 for thrift stamps in the short space of two hours in one day.

"How did you do it?" asked Mr. Vanderlip of Ward Burgess, the Nebraska manager of the thrift stamps campaign.

"Well, sir," said Mr. Burgess, taking the stand, "we had mighty few talkers but we did have a whole lot of workers."

"Workers is right," exclaimed Mr. Vanderlip, "for Nebraska stands at the head and no state is a close second. Were it not for Nebraska we might report that the job of selling two billion dollars' worth of thrift stamps could not be done. But Nebraska has shown us the way."

But that's Nebraska's long suit—showing other states how to do good things that are big things in a big way that is a good way. This state subscribed for \$40,000,000 worth of the \$148,000,000 of thrift stamps sold in the United States up to May 1.

"I told Mr. Vanderlip," said Mr. Burgess "if he wanted to see the true spirit to come out west. The easterners are nice people and we need them in our work, but if they want the real thing they must come out west where it grows."

Speaking about "big things" in Nebraska, do not overlook the fact that the largest incubator factory in the world is at Clay Center, and it ships its products to every country under the sun where chickens are raised. Clay Center has a population of less than 2,000 but the postoffice in that thriving little city is the seventh largest in Nebraska in point of business handled. What has been accomplished by Johnson in Clay Center may be accomplished by other men along other lines in other Nebraska towns—if the other men will show Johnson's grit and industry and "stick-to-it-iveness."

Tom Foley handled "rye" and other liquid forms of grain in Omaha for forty years. During that time he loaded up with land in Kimball, Banner, Lincoln and Cheyenne counties. And his Omaha friends said he was foolish to do it; that the land wasn't worth a dollar a township, and he was merely throwing away good money. Tom smiled and kept right on handling "rye." He quit on May 1, 1917, and since then has been spending most of his time in western Nebraska. Last week the director of the bureau of publicity saw something like 1,200 acres of Tom's wheat in Kimball and Banner counties—the finest looking wheat ever seen anywhere in the west at this time of the year. It is a "cinch crop" this very minute, some unheard of calamity not befalling. And while Tom is watching that wheat grow he is superintending the breaking out of about 1,000 more acres of land preparatory to seeding it to wheat this fall. "Raising wheat beats handling 'rye' both ways from the jack," remarked Tom; "and there's a darned sight more satisfaction in doing it, too."

On May 22, 1905, "Bob" Oberfelder of Sidney, gave Judge Hobart, of Gering, a check for \$950 for 640 acres of Cheyenne county land. About six months later Bob sold that same section for \$2,500 and thought he was making a fine deal. On Saturday, May 11, the present owner of that section contemptuously refused a cash offer of \$64,000 for it. And the improvements thereon did not cost a dollar over \$7,500. Neither Bob nor Judge Hobart are smiling about it, however.

The Great Western Sugar company, with factories in Nebraska at Scottsbluff, Gering and Bayard, is putting \$400,000 into a potash plant at Scottsbluff and will extract potash from the residue of the beets used in the manufacture of sugar. The work will permit the company using all of its machinery at the Scottsbluff plant twelve months in the year instead of four months in the year.

The Prarie Gas & Oil company's hole near Harrisburg is down more than 2,500 feet, and while none of the men in charge will be interviewed there is every indication that they are

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Omaha's highest building—the new office building being erected by the Nebraska Telephone company at the corner of Nineteenth and Douglas streets, as it will appear when completed. Use of cut through courtesy of Arthur C. Thomas, manager Publicity Bureau, Omaha Commercial Club.